

# **NOMINATION FOR AWARD**

AWARD <b>SAF/PA Director's Excellence Award-Large Wing</b>		CATEGORY (If Applicable) <b>Unit</b>	AWARD PERIOD <b>Jan 2002-Dec 2002</b>
RANK/NAME OF NOMINEE (First, Middle Initial, Last) <b>Aeronautical Systems Center</b>		SSN (Enter Last 4 Only)	MAJCOM, FOA, OR DRU <b>AFMC</b>
DAFSC/DUTY TITLE		NOMINEE'S TELEPHONE (DSN & Commercial) <b>DSN: 785-3334, COMM: (937) 255-3334</b>	
UNIT/OFFICE SYMBOL/STREET ADDRESS/BASE/STATE/ZIP CODE <b>ASC/PA, 1865 Fourth Street, Rm 240, Wright-Patterson AFB OH 45433-7129</b>			
RANK/NAME OF UNIT COMMANDER (First, Middle Initial, Last)/COMMANDER'S TELEPHONE (DSN & Commercial) <b>Lieutenant General Richard V. Reynolds DSN: 785-5714, COMM: 937/255-5714, Email: richard.reynolds@wpafb.af.mil</b>			
SPECIFIC ACCOMPLISHMENTS (Use single-spaced, bullet format)			
<p><b>Overall Effectiveness of Program:</b></p> <ul style="list-style-type: none"> <li>- Simply the best! Largest installation level public affairs office in AF; outstanding support to AF top aerospace acquisition programs, AF Research Laboratory, air base wing, medical group, 125 tenants</li> <li>- Synergistic approach, innovative public affairs tools reached 23,000+ warriors, their families, 150,000+ retirees; they know Team Wright-Patt rapidly delivers war-winning capabilities</li> <li>- Leveraged every event--Commander's Town Hall sessions, AF Marathon, Dayton Air Show, 9/11 anniversary; Community Relations got AF messages to local audiences, elected officials; Media Relations reached global audiences; Internal Information kept workforce informed on key issues</li> <li>- Dramatic, high-visibility year; actively involved with 37 Miami Valley communities, 24 Chambers of Commerce; economic development groups in 10 counties; positively impacted region of 1.7 million</li> <li>- No one comes close! Aggressively used proven, innovative public affairs tools--newspaper, cable TV Internet, Commander's Calls--to communicate with largest, most diverse Air Force audience</li> <li>- Expertly managed activities to meet AF, community needs for WPAFB, all nine ASC industrial plants</li> <li>- Armed everyone with PGMs--precision-guided messages--ready to engage media/community and win!</li> <li>- Increased understanding of Air and Space Expeditionary Force; region watched warriors go to war</li> </ul> <p><b>Research and Planning:</b></p> <ul style="list-style-type: none"> <li>- Strategic Communications Plan drove continuous, on target ASC communication with all audiences</li> <li>- Developed comprehensive PA plan for 2003 Centennial of Flight events at the birthplace of aviation</li> <li>- Reinvigorated F/A-22 PA Working Group; organized first face-to-face meeting in more than a year</li> <li>- Wrote first-ever response checklist, trained staff for weapons of mass destruction contingencies</li> <li>- Prime players in 3-week U.S. Marine Training in an Urban Environment Exercise; provided detailed planning, messages, coordination for media support, liaison among Marines, base, city leaders</li> <li>- Initiated quarterly forum with base newspaper publisher, PA staff; better paper for 35,000 readers</li> </ul> <p><b>Program Execution and Evaluation:</b></p> <ul style="list-style-type: none"> <li>- Flawlessly executed PA portion of numerous high-level visits: President, First Lady, Vice President; Ohio Congressional delegation; extensive regional coverage, praised by White House Press Office</li> <li>- Leveraged Commander's Access Channel to provide instant information to Team Wright-Patt 24/7 via cable TV including live television broadcast of AF Marathon, 9/11 Memorial ceremony, Reveille</li> <li>- Modernized PA Web pages--both public and secure--to provide communications tools from A to Z</li> <li>- Key interviews with local media addressed community concerns on AF readiness, WPAFB installation security, base's role in defense; reached 1.7M from Cincinnati to Columbus to Indiana</li> <li>- ASC/CC advanced elected official, Congressional and community partnering by conducting two Town Hall meetings; resulted in development of common expectations with base, community leadership</li> <li>- Superb execution of Valor Park memorial; event honored 59 Air Force Medal of Honor recipients</li> <li>- Security and Policy Review processed 3,235 cases--more than any other Air Force field-level PA activity; streamlined processes, maintained excellent customer service; protected vital AF information</li> <li>- Redesigned AF's largest base newspaper--now three sections with 33% increase in color capability</li> </ul> <p><b>Innovativeness of Program:</b></p> <ul style="list-style-type: none"> <li>- Knocked down personnel system roadblocks; transformed PA staff; increased productivity, morale! <ul style="list-style-type: none"> <li>-- 2 temp promotions to higher grades; 2 civilians to PA school; 2 Phoenix Readiness, 3 IWAC grads</li> </ul> </li> <li>- Real-time collaboration; key to AFRL hybrid public-restricted websites; access to all cleared users</li> <li>- Created database of active messages, updated weekly, posted on the Web; power in hands of leaders</li> <li>- Driving force behind instant posting of hazardous winter weather advisories on base home page</li> <li>- Hit 10,000+ listeners on weekly drive-time radio show; Team Wright-Patt got their messages out</li> <li>- Supported Elvira Neighborhood Assn. "Celebrating YOUth" Fiesta in Tucson, AZ: PA-led "games" educated hundreds of students, parents on how AF uses technology to eliminate pollution at the source</li> <li>- Strong partnerships with Comm Group, cable TV provider led to live CAC broadcasts of major events</li> </ul>			